

Title: **How to create publicity materials and publicise an event**

Reference: MAR004



Introduction

The Ramblers produces a number of leaflets, posters and other publicity materials to tell the public about our work. These are freely available to Areas & Groups to use on displays and hand out to interested members of the public on walks and at events.

If you are unsure of which materials you require, you can order a **sample pack** from central office, which includes an example of every leaflet available. Publicity materials can be ordered using an online form; details can be found on this website, under the Role of the Publicity Officer.

Group materials

In addition to the range of leaflets and publicity materials available from central office, many groups also choose to develop and print their own Group leaflets to distribute to potential new members. These can be a great way to generate local interest in your Group's walks and activities, using attractive local photographs and case studies.

- Decide whether you will work with a designer to create your leaflet or put it together yourself. Using a designer will inevitably push up the costs, although it will also provide you with valuable creative input, which may be worth the investment in the long run to produce an attention grabbing and appealing leaflet.
- Make sure you approach several designers and printers with your brief; you may find one offers a more competitive rate. Generally the more copies you print, the cheaper the cost per unit and printing in black & white or two-colour is always cheaper than producing four-colour leaflets. Always request that your materials are printed on paper from sustainable sources. This paper is now widely available and should not be any more expensive than non-accredited paper.
- If you decide to create the leaflet yourself, many printers are happy to create a print-ready PDF from your word document and jpeg images. Enquire about this within your brief.
- It is also worth enquiring whether the printer will provide a discount in exchange for the inclusion of their details in the leaflet. Alternatively, you might want to generate extra funds to cover the cost of the leaflet by offering an advert to a local organisation or business which is sympathetic to the aims of the charity. For information about the Ramblers advertising guidelines please see the page on the Role of the Newsletter Editor.
- When writing the text for your leaflet, bear in mind that most people reading a leaflet will only give it half their attention, so make sure the copy is short and the format is clear, using headings, subheadings, indentations or quotations to break up the space.
- A picture is worth a thousand words, but only if it is of good enough quality for the size you are using it! Generally, images should be at least 300dpi (dots per inch) resolution to

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guarantee good print quality. You can work out the picture's resolution by right clicking to view 'picture properties'.

- As the leaflet is directed at non-members, make sure you include a short description of the national Ramblers campaigns or charitable aims, as well as telling them what your Group is doing locally. Refer to the Factsheet on this website about The Ramblers Strategy "Fresh Air, Firm Ground".
- Ramblers logos are available (for print and web): refer to the re-branding starter kit on this website. Remember to use the correct colours for as specified in the online guidelines.
- Remember to agree your planned publicity expenditure with your committee in advance. The annual Area and Group budgeting process takes place in summer so you should discuss your publicity funding requirements for the following year with your committee at that time.

Area and Group websites

A website is an important resource for listing walks, publicising your upcoming events and other information. Make sure that the information shown is user-friendly and up-to-date. Using the website also helps to keep costs down.

The Ramblers can help to publicise events. Contact press@ramblers.org.uk or volsupport@ramblers.org.uk

Local media

The local media is a powerful tool for raising awareness of our activities and recruiting new members. Promoting the health benefits of walking and highlighting vital campaign work provides us with an ideal opportunity to show that our work has as much relevance today as it did in 1935.

Most Areas have **Area Media Contacts** (AMCs). AMCs are volunteers who actively cultivate relationships with their local media, issue press releases on a whole host of issues related to the Ramblers and act as spokespeople to carry out radio and TV interviews.

Area Media contacts will welcome any ideas you might have to interest your local media. A point of interest or novel angle with which to hang a story is vital if a news release is to appear in print and not in the news desk dustbin.

The Ramblers walking festivals are hugely popular and are a great vehicle for recruiting new members. A press release highlighting wacky walks in your area is sure to fill column inches. Make sure you include the health benefits of walking in this.

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For information on working with the media, contact the Ramblers Media team at Central Office: 020 7339 8531/2, press@ramblers.org.uk. See the factsheet on Working with the Media too.

